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University of Montana

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MEDIA RELEASE

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5/1/85

state + weeklies

PATTY REKSTEN TO TEACH
PUBLICATIONS WORKSHOP AT UM

MISSOULA--

The University of Montana will offer a publications workshop called "Visual Impact in Print" on May 28 at the University Center.

Topics include copywriting, photos, and graphics, layout and design, and printing processes. The program shows how to polish, refine and add flair to publications such as newsletters, newspaper and magazine ads, press releases, promotional brochures, school publications and instructional materials.

The instructor, Patty Reksten, teaches in the UM School of Journalism. She designed the publications for "The China Hands: Ethics and Diplomacy" conference, the first event of the Maureen and Mike Mansfield Center at UM.

Her experience includes newspaper work as a reporter, photographer and editor. She also worked in public relations and advertising. In October, at the request of the Montana Press Association, she offered redesign suggestions for the MPA's newspaper, The Fourth Estate.

The workshop is from 8:30 a.m. to 4:30 p.m. The fee is \$115 for one or \$105 for each additional participant from the same organization. Registrants are asked to send samples of their publications, logos, letterheads, etc, in advance to Visual Impact in Print, Center for Continuing Education, 125 Main Hall, University of Montana, Missoula, MT 59812.

(over)

publications workshop--add one

To register, write or call the Center for Continuing Education at (406) 243-4623 or 243-2900 by May 20. Registrations are confirmed when a check, purchase order or company requisition is received.

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